

QUALITY SERVICE DISCOUNTS INTEGRITY
WHITE FRONT
 STORES
 KEEPING FAITH WITH THE CUSTOMER SINCE 1929

THE WEST'S LARGEST COMPLETE DISCOUNT DEPARTMENT STORES and APPLIANCE CHAIN!

OUTSELLS THEM ALL... HERE'S PROOF!

ANTIQUE FRENCH CRADLE PHONE

At business, or at home... this rich, elegant, antique French styling highlights & blends with the loveliest decor! Features adjustable bellows, true fidelity sound... plugs into standard telephone jack. Gold, ivory & black slightly higher.

29⁸⁸
 PRICE SLASHED



OSTER ELECTRIC CAN OPENER

Completely automatic. Opens all standard size cans automatically, easily with the touch of a fingertip. Cuts so clean there are no ragged edges. Model #515-02.

9⁸⁸
 INCREDIBLE SAVINGS!



WESTINGHOUSE HAIR DRYER

Convenient, carry-with-you hair dryer. Queen size hood fits any hairdo. Also dries nails quickly. Complete with standard carrying and storage case. Debonaire Model #H205.

9⁸⁸
 TERRIFIC LOW PRICE!



30 LINE OUTDOOR CLOTHES LINE

Galvanized rust-resistant frame. Safety locking device.

5⁸⁸
 SUPER SPECIALS!



FAMOUS ELECTRIC 4 QT. ICE CREAM MAKER

Prepares up to 4 quarts of real old time ice cream, it's easy... it's quick... it's economical. #FRZ-7

13⁸⁸
 OUTSTANDING OFFER!



20 GALLON PLASTIC TRASH BARREL

• Non-rusting • Heavy Duty • Reinforced Ribbed Sides • Snap-on Lid • Silver with Black Trim.

\$1⁹⁹
 TERRIFIC VALUE!



FULLY GUARANTEED... BRAND NEW 1964 MODELS • TV & STEREO! PRICES SLASHED FOR THIS BIG SALE!
 NO EXTRA CHARGES at WHITE FRONT! ALL PRICES ARE COMPLETE! CHOOSE FROM THE LARGEST SELECTION OF NAME BRANDS AT THE BIGGEST DISCOUNTS IN ALL THE WEST!



PHILCO 14 CU. 2 DR. REFRIGERATOR WITH 101 LB. FREEZER

Deluxe automatic defrost refrigerator with automatic temperature control. Dairy bar door storage. Full-width porcelain crisper. Beautiful square line modern design.

\$219⁸⁸
 INCREDIBLE SAVINGS!

MAGIC CHEF 30 INCH DELUXE GAS RANGE



WITH HUGE FULL WIDTH GLASS-DOOR OVEN

Modern styling & design!... with large two-piece smokeless broiler. All new even heat uni-burners. Electric clock & timer.

129⁸⁸
 GREAT VALUE!

NORGE 3 CYCLE WASHER



3 cycles with multicyle selector dial. 3 temperature wash and rinse - Automatic soak cycle - Pre-set water level control - Exclusive extract cycle - Deluxe lint filter.

189⁸⁸

Emerson 23" UHF CONSOLE TV

All 82 channel TV viewing at it's best! Beautiful contemporary styled cabinet... Dyna-power chassis with 20,000 volts of picture power & full power transformer. Up-front speaker & controls.

179⁸⁸
 SUPER SPECIAL!



ZENITH • RCA • G.E. 23" REMOTE CONTROL TV



Space Command® remote control. Adjust volume to 3 levels, turns set on or off & changes channels. 22,000 volt picture power. Deluxe roll-about TV stand.

259⁸⁸

ADMIRAL • RCA • ZENITH PORTABLE TV

GUARANTEED TO BE ONLY 1 OF THE 3 LISTED ABOVE!

Easy-to-use tuning controls. Stand of sturdy tubular steel, with self swiveling wheels & storage shelf. Telescopic antenna.

WITH FREE STAND

\$149⁸⁸
 INCREDIBLE LOW PRICE!



SHOP WHITE FRONT'S COMPLETE SPORTING GOODS DEP'T

COMPLETE OUTDOOR GYM SET With 7 FT. SLIDE

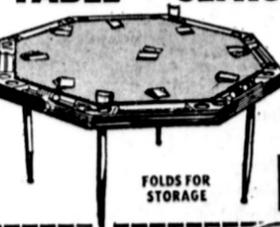
Safe sturdy playground for 6 or more youngsters. Includes: 3 swings, 2 seat glider, chinning bar, trapeze bar & hand rings.

FREE STANDING SLIDE INCLUDED

19⁸⁸
 TERRIFIC VALUE!



45 IN. POKER & GAME TABLE • SEATS EIGHT



Lustrous bronze-tone legs... aluminum chip trays, glass holders & individual ash trays. Non-mar plastic feet.

19⁸⁸
 SENSATIONAL OFFER!

GLASS ROD RIOT! SPIN ROD... FLY ROD OR SPIN CAST ROD

Choose from fly rods, spin rods, spin cast rods all made from hollow glass blanks. Cork handles with quality reel seats and fine guides. While they last.

3⁸⁸
 OUTSTANDING BUY!



FOAM 34 QT. ICE CHEST

Extremely light. Will not rot or mildew. Keeps food or drink cold or hot! Perfect for summer outings. Hurry at this low, low price!

1²⁸
 SPECIAL LOW PRICE!



JOHNNY LINDELL SIGNATURE BASEBALL GLOVES

Choose from 5 & 6 finger fielder's gloves or catcher's & first baseman's mitts - All endorsed by Johnny Lindell. All made of select leathers, nylon stitched & hand tailored. Pro-designed! Values to \$12.95.

4⁴⁸
 TERRIFIC SAVINGS!

ALL YOUR DOMESTIC NEEDS AT LOW DISCOUNT PRICES!



CANNON SOFT & ABSORBENT TERRY TOWEL ENSEMBLE

Top quality cotton terry towels, from the famed Cannon Mills. 8 lovely decorator colors to choose from.

Hand Towels 13x25 COMPARE AT 39c **28^c** Wash Cloths 12x12 COMPARE AT 35c **22^c**

24"X48" SOLID or STRIPED SCATTER RUGS

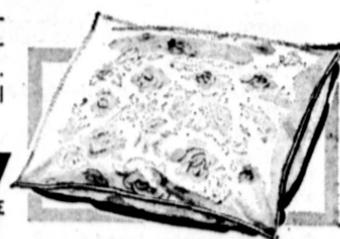
A special purchase makes this fabulous offer possible. Select from solids and stripes. Latex back and washable.

COMPARES WITH 2.95 **1⁹⁷**

LATEX FOAM BED PILLOWS

Non-allergenic, odorless bed pillows. Removable zipper ticking. Buy now at substantial savings.

\$2⁹⁷
 COMPARE AT 3.95



CANNON SALUTATION BEDSPREADS

Bold striking plaid stripes, metallic outline. Colors: blue, red, evergreen, Hyacinth, Verdon blue. Select from twin and full bed sizes.

4⁸⁸
 COMPARE AT 7.95



CHARGE YOUR TOP BRAND GUARANTEED DISCOUNT VALUE WITH A WHITE FRONT CREDIT CARD ★ FINEST AFTER SALE SERVICE PLUS EASY CREDIT TERMS!

SERVING SOUTHWEST LOS ANGELES COUNTY | **TORRANCE: HAWTHORNE Ave. at TORRANCE BLVD.** | 10 STORES ALSO SERVING LOS ANGELES, SAN BER'DO • COVINA • ANAHEIM AND THE SAN FERNANDO VALLEY

A COMPLETE DISCOUNT DEP'T STORE • LOWEST EVERYDAY PRICES • SHOP MONDAY THRU FRIDAY 12 NOON TO 10 P.M. • SATURDAYS & SUNDAYS 10 A.M. TO 7 P.M.